



Meeting Notice

Notice is hereby given that the Scottsdale Tourism Development Commission will meet at 8:00 a.m., Tuesday, July 20, 2004 at the City of Scottsdale, Pinnacle Conference Room, 7575 East Main Street, Scottsdale, Arizona.



Agenda
Scottsdale Tourism Development Commission
City of Scottsdale
Pinnacle Conference Room
7575 East Main Street, Scottsdale, Arizona
8:00 a.m. Tuesday, July 20, 2004

1. Call to Order

2. Roll Call

Margaret Dunn, Member
Jerry Gleason, Member
John Holdsworth, Member
Tom Morrow, Chairman

Sally Shaffer, Member
Ned Sickles, Vice Chairman
Gordon Zuckerman, Member

3. Approval of Minutes

The Commission will be asked to review the draft minutes from the June 22, 2004 meeting. Commission action by motion is requested. (Attachment 1)

4. Bed-Tax Collection & Financial Reports

Kathy Carlisle O'Connor, Tourism Development Manager
No Commission action required. (Attachment 2)

5. Scottsdale Convention & Visitor's Bureau Update

Brent DeRaad, Vice-President, Scottsdale CVB
Information Item. No Commission action required.

6. Five-Year Strategic Tourism Development Marketing Plan

Kathy O'Connor, Tourism Development Manager
The Commission will review the process for the five-year strategic tourism development and marketing plan update.
Information item. (Attachment 3)

7. Visitor Industry Customer Analysis Report

Maria Pieterick, Vice-President Strategic Marketing, Scottsdale CVB
Information item.

8. 2003 Meetings Industry Study Follow-Up

Kristi Miller, Vice-President of Sales, Scottsdale CVB
Information item.

- 9. Loloma Western Museum Status Report**
Michelle Korf, Deputy Director, Downtown Group
Information item.
- 10. Tourism Industry Overview**
Kathy O'Connor, Tourism Development Manager
Information item. (Attachment 4)
- 11. Administrator's Report**
Kathy O'Connor, Tourism Development Manager
Information item. (Attachment 5)
- 12. Upcoming Events and Commission Business**
The next regularly scheduled meeting will take place, Tuesday, August 17, 2004.
- 13. Public Comments**
- 14. Adjournment**